TIMES-VIRGINIAN
In the Heart of Virginia's Dark Tobacco Belt
Appomattox, Virginia

VIRGINIA PRESS ASSOCIATION Member

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EDITORIAL OPINION

THAT BUYER'S MARKET

An organization of sales executives recently met in Chicago to discuss current marketing problems. A typical panel discussion was entitled, "How to Increase Retail Sales in a Buyer's Market."

This has a great significance to the consumer as well as to the people who have goods to sell. For it reflects a remarkable change that has taken place in a few years. When World War II ended, there were severe shortages of goods of all kinds....today there is an abundance of practically everything and in some fields supply is heavily in excess of the demand.

Such a change could only occur in an economy based solidly on the free, competitive market. Manufacturers and retailers have never worked harder to please the consumer.. with better products, more varied products, lower prices, improved service and guarantees, and all the other inducements that people look for. And the result is that the average man's paycheck is going farther and the dollar has taken on a healthier complexion.

We are the best fed, best clothed, best housed people on earth. We have more goods and services of every kind .. and we regard as virtual necessities commodities which are the luxuries of the wealthy in most other countries. Thank competition on the producing and distributing levels for that.

—Contributed.

SEARCH IS ON

(Winchester Star)

As wheat consumption continues to decline and surpluses in storage grow, heightened impetus is given to the urgency of finding new uses and markets for the grain. Several promising research and developmental projects are under way.

One of the highly regarded developments is the milling trade's experiments with what is called the "Boulgour" process, a method of turing white wheat into a rice substitute. Success could result in increased wheat exports to the rice-eating countries of Asia, not to mention introduction of an interesting new food product in this country.

Among other projects are an effort to improve wheat's suitability as a livestock feed by hiking its protein content through a process of fermentation; a plan to boost bread and baked-goods consumption by introducing ingredients to fight staleness, and the possible manufacture of fine paper from wheat straw.

These projects and others are being pursued by the Utilization Research Service of the Department of Agriculture which has the primary mission of finding new uses for far mcrops.
farm crops.
goes forward under private auspices on a plan of making a light and durable building material out of the wheat germ.

The wheat surplus problem seems to be headed toward at least a partial solution. With so many projects on the fire, surely one or two will catch on.

HIGHWAY COURTESY

(Contributed)

Are you a heel at the wheel?

The National Safety Council, which is coordinating a nationwide Fourth of July safety campaign, holds up six mirrors. If you can see yourself in any of them, then be prepared to become a holiday statistic.

THE ME-FIRSTER .. this is the selfish competitive character who must be the first away from the traffic light, can't stand to have anyone pass him, and risks the life of anyone who gets in his way.

THE BIG I .. this is the fellow who is too big for the rules. Others can obey the law and a code of decent and courteous behavior, but not this self-inflated big shot. He's above all that.

THE KNOW-IT-AII .. this driver is good, in his own estimation. He knows just what the other driver is going to do, just how fast he can stop, just how much room he needs to cut in on another car. But the only way this over-confident jerk escapes painful disullusionment is that the really good drivers give him a wide berth.

THE SWASHBUCKLER .. this fellow thinks he expresses his masculinity or something by living dangerously behind the wheel. He believes that he who hesitates is lost, and that his luck will hold forever.

THE SOREHEAD .. this fellow is just plain hostile. He drives with a chip on his shoulder and is ready to lock fenders for any real or imagined wrong. He's sore at everyone, and very brave while surrounded by a steel automobile with the windows rolled up.

THE SHOW-OFF .. this is the exhibitionist. He's graduated from no hands on a bike to no sense at the wheel. He just wants people to admire his flashy performance, but most other drivers are too busy getting out of his way.

Take a good, long look at yourself in one of these mirrors. See anything?

A heel at the wheel gets by because the good drivers give him the margin of safety he fails to give himself. But the heavy Fourth of July traffic will reduce that margin. Watch it!

BIG JOB LIES AHEAD FOR VIRGINIA COLLEGES

(Richmond Times-Dispatch)

Slightly fewer than 29,000 students were enrolled in Virginia colleges during the school year just ended. By 1960 enrollment will total about 32,000 and by 1970 somewhere between 42,000 and 45,000, according to estimates by the Bureau of Population and Economic Research of the University of Virginia.

The increased enrollment will be due principally to two factors, according to Dr. Lorin A. Thompson, director of the bureau, who writes on the subject in the current University of Virginia News Letter.

One is the general increase in population. The other is the increase in the number of high school graduates. The proportion of high school graduates entering college has remained fairly constant for several decades, and presumably that situation will continue.

Census figures for 1950 showed that in Virginia, 14.5 per cent of the population 25 years old and over were high school graduates. For the nation as a whole, 20.2 per cent were high school graduates. Thus, Virginia ranks considerably below the nation in the proportion of its population who are high school graduates.

But a different situation exists as to college graduates. Virginia ranks above the nation in the proportion of adults who are college graduates, the figure being 6.3 per cent for the state and 6 per cent for the country as a whole.

Normally, the more customers a grocery store has, the more money it makes. The same economics do not necessarily apply to an institution of higher learning, however, so the anticipated enrollment increase does not necessarily mean that bright days lie ahead, economically, for Virginia colleges.

It does mean that they will play an increasingly important role in the cultural and educational life of the Commonwealth, provided they are able, financially and otherwise, to meet the challenge. With the type of excellent leadership Virginia's colleges enjoy, it seems reasonable to assume that the challenge will be met.

CHOU TO MEET NEHRU

It seems to us that once again Molotov and the Communists have outsmarted the West in diplomacy. The edge has been taken off the Churchill - Eisenhower conference in Washington, by announcement that Red China's foreign minister, and premier, Chou En-lai will visit India's Nehru for the first big scale conference between India and Communist China.

It is unthinkable that the results of the Churchill - Eisenhower meeting will compare in world importance with the Chou - Nehru meeting. It is yet another example of the canny Molotov strategy.

Mr. Churchill is eighty years old, and far past his prime. England is determined on one thing: she will not involve herself in any war in Asia so long as there is a possible way out. Mr. Churchill cannot wave a "big stick" because England has no "big stick." So, Mr. Churchill will seek to persuade Eisenhower to yield to Russia by making concessions in Southeast Asia, and letting the French make their appeasement with the Vietminh.

Mr. Eisenhower and Mr. Dulles will be in a most embarassing spot, too. Mr. Dulles would like to make a firm stand against Communism, and display strength in Southeast Asia. But they cannot control Congress. Many Republicans are willing to support the President, and work with the Administration. But far too many oppose the Administration and its program. There is no assurance that Congress would support a strong stand at this time. In this respect, the people are ahead of the Congress.

So, the big meeting will between Chou and Nehru. They are leaders of over 700,000,000 people. The rise of Communism in Asia has been amazing, and if Chou persuades India to look with more favor on Red China, American's world leadership will be greatly damaged.

DEWEY'S SOLILOQUY

(Washington Post)

Voters with long memories will not put too much credence in a politician's disclaimer of his intention to run for office. The ground is often being laid for a "draft" at the moment the disclaimer is issued. Sometimes it is designed to throw the other side off balance. Now Governor Dewey's friends say that he is tired of public office and wants to hand out his attorney's shingle. He is reported to have said that his decision to leave public office is "definite and irrevocable." He must make up his mind this summer whether to seek a fourth term in a state where there is no antithird or antifourth term amendment. President Eisenhower has said he hopes Mr. Dewey will run again, and Senator Ives has joined in expressing the same hope. The latter is widely regarded as the obvious successor to Governor Dewey if the Governor does not heed the "draft" movement. And Senator Ives would prefer to remain in Washington, where his term extends for another four years.

Republican leaders are urging Governor Dewey to keep his hat in the ring with the arguement that he is indispensable to Republican success in the Empire State. He is strongly challenged this year, however, and the race track scandals have put him on the defensive in at least one respect. Otherwise he remains a very powerful force in Republican national and state politics, and his retirement would deprive the Eisenhower Republicans of one of their most effective leaders. They are very much in earnest in their fight to retain control of the Governor's office in Albany, for they know the power it holds in national politics.

On the other hand, the election of any one of three prominent Democrats to the governorship..Representative Franklin D. Roosevelt, Jr., Mayor Wagner of New York City or W. Averell Harriman ..would greatly enhance the position of the Democratic Party. The Democrat who could win the governorship would thereby enter the lists of potential presidential candidates. Mr. Roosevelt already has declared his desire to be the next Governor, and he has a name and a political following that are not to be taken lightly. He has failed to distinguish himself in the House, where seniority and attention to detail are important, but he has undoubted political assets. He would be a formidable contender against either Governor Dewey or Senator Ives, even though many voters might think that he should serve a longer apprenticeship before being elected Governor of the Nation's most populous state.

UNCLE SHOWS CENTS

(Roanoke World-News)

Phooey to those who think Uncle Sam can't balance his budget or pay off that $270 billion debt. He has the answer—a brand new economy move.

From here on all government agencies are ordered to remove and save foreign stamps from incoming mail. These will be sold to dealers and the revenue therefrom should be startling.

A penny saved is a penny earned, we've heard all along and who'd be so brash as to accuse Uncle Sam of being penny wise and pound foolish.

At this rate we confidently expect the debt to be retired within the next thousand years.

Subscription rate: $2.00 a year: payable in advance. See the label on your paper for expiration date.

Appomattox is a growing town.

FATHER'S DAY

(Eastern Shore News)

It may surprise many to learn that Father's Day, which we celebrate June 20 this year, had its first observance 30 years ago, and that its originator was a woman, Mrs. John B. Dodd, of Spokane, Wash., backed by the Y. M. C. A. and the ministerial association there.

It has been in recent years only that Father's Day began to emerge from the eclipse of Mother's Day, so much so that it is now beginning to take on the shape of a national event. Not that the father's desire this. They find it diffic[ult] sentimental about them[selves] permit others to do so.

Yet the Bible itself has [more to] say about fathers than it [does] mothers. So they must [...] something in this world. [...] if all the sons and daught[ers] have had successful fathers [...] make public confession of [...] one day a year, if they [...] fathers to know the esteem [...] they are held in the family [...] well, there is nothing for [...] do but take a bow in app[...] and then smile as the bills [...] the first of next month.

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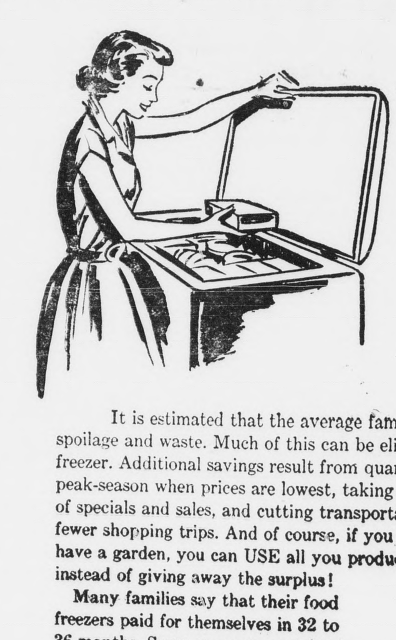
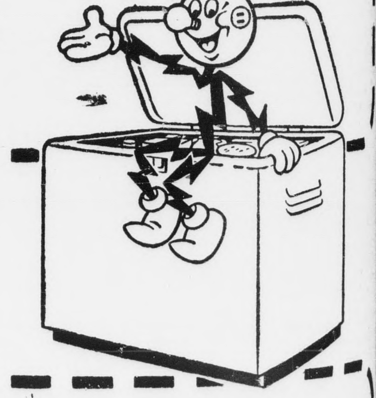


WITH AN electric home food freezer, you not only save on shopping time and meal preparation—but you can actually save enough on food bills to pay for the freezer itself!

It is estimated that the average family wastes 10% of its budget in food spoilage and waste. Much of this can be eliminated with a home food freezer. Additional savings result from quantity purchases, buying during peak-season when prices are lowest, taking advantage of specials and sales, and cutting transportation costs with fewer shopping trips. And of course, if you have a garden, you can USE all you produce, instead of giving away the surplus!

Many families say that their food freezers paid for themselves in 32 to 36 months. Some owners report food savings of $112 to $250 a year! You'll eat better and spend less—with a home food freezer!



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Advertisement

From where I sit ... *by* Joe Marsh

No Sale!

Right in front of Granny White's beautiful old house on Maple Avenue there's a brand-new sign: "Antiques. Inquire Within."

Now—don't get excited. Granny explained it all the other night—after we settled down in her parlor, me with my temperate beer, Granny with her tea.

I asked her if she was really going in the antique business. "Oh, no," says Granny, "I wouldn't *sell* anything. I put that sign up so folks would come in and talk—and look around. If they insist on a price, I tell them some outrageous figure! I guess I just like people," she said.

From where I sit Granny can be excused for her little ruse. She may be in her eighties, but her mind is young—and open. She's the kind of person who's made this town so wonderful. Granny not only likes people—but she respects them and their preferences and opinions. Come to think of it, "liking" and "respecting" mean much the same thing, don't they?

Joe Marsh

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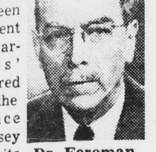
THE BIBLE SPEAKS
International Uniform Sunday School Lessons
BY DR. KENNETH J. FOREMAN

Scripture: II Kings 17.
Devotional Reading: Psalm 85:1-7.

Here Lies Israel

Lesson for June 27, 1954

IN THE graveyard of nations there lie many whose very names are strange to us. But among all the unfamiliar names —Phus, Lydia, Elam and many another—there is one we all know: Israel. It was a going nation for about 200 years. Seen through the eyes of other nations it was "small potatoes" as we know from inscriptions which have been dug up in recent years by the archaeologists' spades; it covered no more of the earth's surface than New Jersey does. But in its own eyes it was important; what nation is not? When Israel was just a little older than the United States is now, it crashed to nothing, and since that time has been only an unfragrant memory, a dead nation. The writer of II Kings 17 wrote its obituary.



Dr. Foreman

The Nation Forgot God

What killed Israel? The nation did not die of old age, for 200 years is not a very long time for a nation to exist and prosper. Something killed that country. It might be said that it committed suicide—but what was the name of the poison which it swallowed? In one word, it was sin. But that does not tell us much. It is like giving "disease" on a death certificate as the cause of death. What disease? What sins? Looking over the record as II Kings 17 sums it up, we can see that serious sin which was the root of most others: forgetting God. The nation forgot what God had done for them in times past; they forgot that he is a God of righteousness, they supposed he did not specially care what they did so long as their tithes were paid up and they had a good record of attendance at public worship. They had reminders of "God" all over the place, but these were idols, images of beasts. They used the word "God" without realizing either the goodness, the greatness or the holiness of the only true God.

Can God Be Despised?

High-lighted in the sad obituary of a dead-and-gone nation is the fact that as a nation they despised the law of God. How is it possible to despise the Almighty? Nations and individuals show their real contempt for God by paying no attention to what he has said. Millions of people in America today act just as if the Ten Commandments (for example) were only a set of by-laws for fanatical churchmen, or—worse still—as if they were an out-dated set of rules from a primitive civilization. To judge from what you may read in any newspaper, would the Man from Mars suppose that Americans, as a people, are living by any Law of Love? If all the church members in our country were practicing Christians, would this country be what it is? A nation's sins both by the actual sins of the sinful and by the consent of those who know better but do nothing about it. Now you can despise God and his laws for a while; but his laws are not arbitrary, they are not like basketball rules that can be changed every season. The roads that lead away from God and his laws may be wide, but they are short. They come to a very dead end. It is possible to despise God; but it is not safe.

Paradox and Parallel

A nation can be simply peppered with religion and yet lose the salt of morality. In ancient Israel the name of God was everywhere; religious observances were going on "under every green tree" as the prophets said. But the more religion they had, the less morality. Israel died of a kind of moral dry-rot, in the midst of shrines without number. Dr. H. P. Van Dusen has recently made thinking Christians sit up and take startled notice with these two sets of facts. On the one hand, since World War II church membership has increased till today it is at an all-time high. Church attendance is also at an all-time high. Religious reading is popular. Young people are interested in religion more than for years past. But on the other hand; alcoholism has increased enormously; divorce has shot up; juvenile delinquency has multiplied; drug addiction has increased; sexual morality is sinking to a lower level. Can it be that in America as in Israel we fail to gear our religion into our behavior? Can it be that perhaps for all our "religion" we really have made an idol of the Dollar?

(Based on outlines copyrighted by the Division of Christian Education, National Council of the Churches of Christ in the U. S. A. Released by Community Press Service.)

15 MILLION LEAFLETS ON VA. DISTRIBUTED

Richmond, Va.- Traveling in Virginia this year? Then you'll want three new publications just issued by the Virginia Travel Council for the information of travelers. One deals with all attractions, accomodations and facilities and is known as the Guide to Virginia. Another lists all summer and early fall events to take place in Virginia of particular interest to travelers. The third is a Guide to fresh and saltwater fishing in the state.

Walter N. Chinn, Jr., President of the Council, said that more than 100,000 of these publications are in course of distribution to travel agents, motor clubs, and so forth, east of the Mississippi.

Three more are in preparation to boost autumn travel and build winter travel to Virginia, the Council reported today. These will be distributed in out-of-state promotional efforts slated for the summer and fall months.

In addition to its own publications, the Council estimates it will distribute 15,000,000 leaflets on Virginia, through its field service this year, to those who direct the travel of the nation in the eastern half of the nation. Field men of the Council travel constantly visiting travel directors in an effort to influence them to favor Virginia, Mr. Chinn pointed out.

Subscription rate: $2.00 a year: payable in advance.

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August Drive Announced for Additional Polio Contributions

New York.- Americans contributed nearly $55,000,000 to the March of Dimes last January .. more than in any previous year .. yet the sum fell short by $20,000,000 of meeting the current year's needs, Basil O'Connor, president of the National Foundation for Infantile Paralysis, reported today.

As a result, he said, it will be necessary to seek the additional amount through an emergency March of Dimes scheduled for August 16 through 31. The decision to hold the emergency appeal for polio-fighting funds was made last week at a meeting of the National Foundation's Board of Trusees, he disclosed.

"This year," Mr. O'Connor said, "confronts us with the greatest challenge of any in the history of the fight against polio, with commitments for a Polio Prevention Program of staggering size and the necessity of providing aid to a record number of polio patients."

Mr. O'Connor said estimates last fall were that $75,000,000 would be needed to finance the polio vaccine trials, the purchase of increased quantities of gamma globulin, the search for improved preventive and treatment techniques, the support of professional education, and the provision of financial assistance for polio patients who need it.

"This is still a very realistic figure in terms of our obligations and commitments," Mr. O'Connor explained. "It was certainly not because of any lack of effort by our volunteers that we failed to meet it. March of Dimes workers did a remarkable job. Receipts went ahead more than 6½ per cent. However, the $55,000,000 raised will not carry the program through 1954.

"We now are entering the evaluation phase of the vaccine trials. Surely no American would be a party to slowing this hopeful venture because money is needed to care for patients. And who could sanction cutting down on patient in a year that already gives signs of heavy polio incidence?

"I know the American public does not want to see the vital program it has supported through 16 March of Dimes drives jeopardized in this year of challenge. I feel certain they will support the Emergency March of Dimes, to make sure that the prevention program, rehabilitation and aid for patients, research and professional education continue for as long as necessary."

Mr. O'Cononr explained that $26,-500,000 was needed for the vaccine and GG programs alone, plus $29,-000,000 for patient aid if 1954 polio incidence is comparable to 1953 when almost 36,000 cases were reported. There are signs, however that 1954 may be an even heavier incidenc year. The numbr of new cases reported by the U. S. Public Health Service during the first 23 weeks of this year is the largest reported for any similar period in recorded history, he said. In addition, there are 67000 holdover cases from previous years, who still require help from the National Foundation and its chapters.

Beyond all these costs, another $19,500,000 is needed for continued research into polio prevention and treatment, for professional education, for medical and community services and for administration.

Mr. O'Connor expressed gratitude to the millions of volunteers who raised the $55,000,000 in January, and to the 80,000,000 Americans who contributed.

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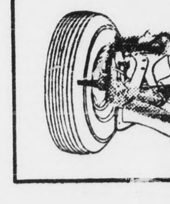

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